

How can we improve B2B sales across Philips Healthcare?

Interactive Tools to Influence Product Purchases

Overview

The interactive 360 degree tour was designed to help sell-in across the B2B purchase decision process for Philips Healthcare. Initially designed for one business line, it was rapidly adopted across all of Philips Healthcare. The tour brought the product and its differentiating features to life for decision makers and was easy to share.

Objective

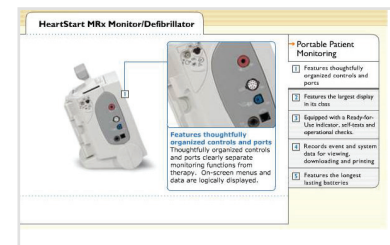
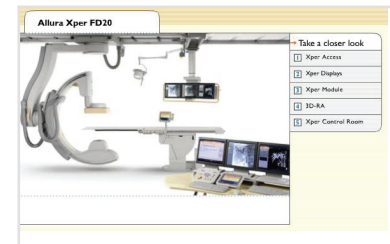
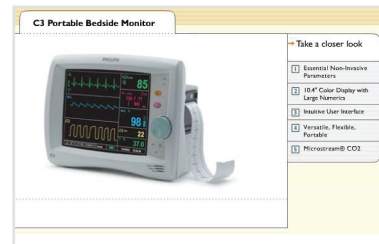
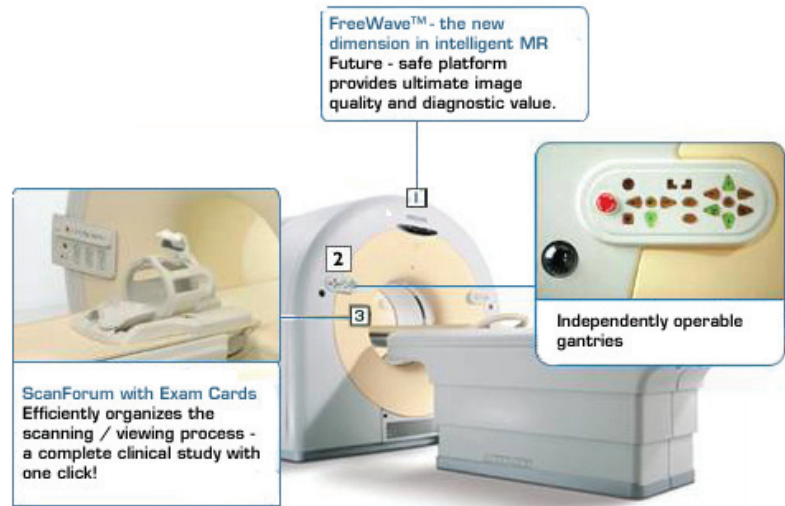
Give experts the tools to influence final purchase decisions. Help Philips Healthcare sell more and differentiate from the competition.

Insight

Help doctors convince hospital administrators of best solution during multi-million dollar purchase cycle.

Solution benefits

Easy to use. Tells the story. Easy to share. Started with PET Scanner, sales teams recognized value, and quickly scaled to over 30 product tours.



Design direction and program led by Experience Rethink owner, Brian Regienczuk & team while at Phillips

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